Rep Order# EC'd Yes 6855644 Ver# 2 Status Returned Traffic Order# 106970 Last Received: 09/ Showing Buylines: All Lines Printed:

Agency

09/25/2012 12:27 PM 09/24/2012 12:21 PM

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Advertiser Product Phone# Buyer Estimate# Station KSNV-TV LAS VEGAS, NV.
Advertiser ( ).BERKLEY FOR SENATE 30S MICHAEL D'ETTORRE BERKLEY FOR SENATE

Agency C/P1/P2/E
Flight Dates
Hiatus Weeks ) SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 09/25/2012 - 10/01/2012

Rep Firm Sales Office ( Salesperson (

) PHILADELPHIA ) AMY MCCREARY

Salesperson Phone# Salesperson FAX#

215-568-6540 215-568-1845

-- CONTRACT COMMENT --

Fax#

BERKLEY FOR SENATE -30S SC=\*

## - REMARKS --

LEVEL 3 RATES. WILL NEED ALMOST ALL LEVEL 1'S TO CLEAR. THANKS! PLEASE SEE BELOW. NOT SURE HOW MUCH WILL CLEAR WITH

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M Buyl Station	M Buyl Station	TU-F Buyl Station	TU-F Buyl Station	м Buyl	 TU-F Buyl	Day
M 6A-7A Buyline Comment: WAGNERS Station Remark: V2 PLEASE	M 5A-6A Buyline Comment: WAKE UP Station Remark: V2 PLEASE	F 6A-7A Buyline Comment: WAGNERS stion Remark: V2 PLEASE	F 5A-6A Buyline Comment: WAKE UP ition Remark: V2 PLEASE	430A-459A Buyline Comment: WAKE UP	 F 430A-459A Buyline Comment: WAKE UP	Time
t: WAGNERS V2 PLEASE REVISE TO LEVEL1	nt: WAKE UP V2 PLEASE REVISE TO LEVEL1	TU-F 6A-7A Buyline Comment: WAGNERS Station Remark: V2 PLEASE REVISE TO LEVEL1	TU-F 5A-6A Buyline Comment: WAKE UP Station Remark: V2 PLEASE REVISE TO LEVEL1	a : WAKE UP	. WAKE UP	Program
:30	: 30	:30	:30	:30	:30	Len
\$300.00	\$200.00	\$250.00	\$125.00	\$50.00	\$50.00	Rate
10/01-10/01	10/01-10/01	09/25-09/28	09/25-09/28	10/01-10/01	09/25-09/28	Dates
И	N	œ	<b>ω</b>	н	44           	Spots/Week
Н	H	۲	₽	l→	. H	ଞ୍ଚଳ ଜ ୦ ଜ ୦ ୮
И	N	ω	ω	دا	4 I	Total Spots
\$600.00	\$400.00	\$2,000.00	\$1,000.00	\$50.00	\$200.00	Total Cost
						Daypart

*15 M 9A-10A Buyline Comment: TODAY SHOW II Station Remark: V2 PLEASE REVISE TO LEVELI	*14 TU-F 10A-11A Buyline Comment: TODAY SHOW III Station Remark: V2 PLEASE REVISE TO LEVEL1	*13 M 12P-1230P Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE TO LEVEL1	*12 TU-F 12P-1230P Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE TO LEVEL1	*11 TU-F 11A-12P Buyline Comment: RACHEL RAY Station Remark: V2 PLEASE REVISE TO LEVEL1	*10 TU-F 1230P-1P Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE TO LEVEL1	*9 TU-F 9A-10A Buyline Comment: TODAY SHOW II Station Remark: V2 PLEASE REVISE TO LEVEL1	*8 M 7A-9A  Buyline Comment: TODAY SHOW  Station Remark: V2 PLEASE REVISE TO LEVEL1	*7 TU-F 7A-9A  Buyline Comment: TODAY SHOW  Station Remark: V2 PLEASE REVISE TO LEVEL1	rax# LT Ln Day Time Program	nn KSNV-TV LAS VEGAS, NV. rtiser ( ).BERKLEY FOR SENATE  uct BERKLEY FOR SENATE  pate# 30S  r MICHAEL D'ETTORRE  e#	Rep Order# 6855644 Ver# 2 Status Returned EC'd Yes
:30 \$175.00	:30 \$100.00	:30 \$175.00	:30 \$175.00	:30 \$100.00	:30 \$100.00	:30 \$125.00	.30 \$400.00	:30 \$350.00	Len Rate	Agency ( ) SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 Agency C/P1/P2/E //30S Flight Dates 09/25/2012 - 10/01/2012 Hiatus Weeks	Traffic Order# 106970
0 10/01-10/01	0 09/25-09/28	0 10/01-10/01	0 09/25-09/28	0	0 09/25-09/28	0 09/25-09/28	0 10/01-10/01	0 09/25-09/28	Dates	V,MAGNUS 2 03 01/2012	Printed: 09/ Last Received: 09/ Showing Buylines: All Lines
, , , , , , , , , , , , , , , , , , ,	8	<u>, , , , , , , , , , , , , , , , , , , </u>	.4		4	ю	.42	1 6 1	Spots/Week # of Weeks	Rep Firm Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX#	09/25/2012 12:27 PM 09/24/2012 12:21 PM nes
2 \$3	∞ •••	₽ \$1	Δ. V.	∞ 	.t⊳	∞	.₽ \$5	16   80	Total Spots	) PHILADELPHIA ) AMY MCCREARY \$ 215-568-6540 215-568-1845	
\$350.00	\$800.00	\$175.00	\$700.00	\$800.00	\$400.00	\$1,000.00	\$1,600.00	\$5,600.00	Total Cost	RY	2 of 8

Daypart

	Rep Order#	
	6855644	
	Ver# 2 Si	
	2 Status Returned	
	Traffic Order# 106970	
Showing Buylines: All Lines	Printed: Last Received:	
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	*23 TU-F 4P-430P	*22 SU 8P-930P  Buyline Comment: NEWS  Station Remark: V2 PLEASE REVISE	*21 TU-F 3P-4P  Buyline Comment: DR. PHIL  Station Remark: V2 PLEASE REVISE	*20 M 3P-4P Buyline Comment: DR. PHIL Station Remark: V2 PLEASE REVISE	*19 M 10A-11A  Buyline Comment: TODAY SHOW III  Station Remark: V2 PLEASE REVISE	*18 M 11A-12P  Buyline Comment: RACHEL RAY  Station Remark: V2 PLEASE REVIS	*17 M 11A-12P Buyline Comment: RACHEL RAY Station Remark: V2 PLEASE REVISE TO LEVEL1	*16 M 1230P-1P Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE TO LEVEL1	LT Ln Day Time Program	Station KSNV-TV LAS VEGAS, NV.  Advertiser ( ) BERKLEY FOR SENATE Product BERKLEY FOR SENATE Estimate# 30S Buyer MICHAEL D'ETTORRE Phone#
TO LEVEL1		TO LEVEL 2	. TO LEVELI	TO LEVEL1	TO LEVEL1	RAY REVISE TO LEVEL1	TO LEVEL1	TO LEVEL1		Agency ( ): 1831 CH PHILAD Agency C/P1/P2/E Flight Dates Hiatus Weeks
	:30	: 30	:30	:30	:30	:30	:30	:30	Len	( ) SHORR, JOHN 1831 CHESTNUT ST. PHILADELPHIA, PA P1/P2/E //30S es 09/25/2012 eks
	\$225.00	\$600.00	\$225.00	\$200.00	\$150.00	\$150.00	\$150.00	\$150.00	Rate	) SHORR, JOHNSON, MAGNUS HESTNUT ST. #602 DELPHIA, PA 19103 E //30S 09/25/2012 - 10/01/2012
	09/25-09/28	09/30-09/30	09/25-09/28	10/01-10/01	10/01-10/01	10/01-10/01	10/01-10/01	10/01-10/01	Dates	NUS 2
	<b>,</b> I≥	N	ω	N	N	Н	N	۳	Spots/Week	Rep Firm Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX#
	در	Ч	سا	,	ы	н	Н	Н	単 (P O L S)	
	42	2	∞	Ν	N	٢	N	ь	Total Spots	) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845
	\$900.00	\$1,200.00	\$1,800.00	\$400.00	\$300.00	\$150.00	\$300.00	\$150.00	Total Cost	PHIA REARY 5540

Rep Order# EC'd Yes
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Ver# 2 Status Returned
Traffic Order# 106970
Printed: 09 Last Received: 09, Showing Buylines: All Lines
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4 of 8

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Buyline Comm Station Remark:	S.A.	M 730P- Buyline Comm Station Remark:	TU-F 730P- Buyline Comm Station Remark:	SA 5P-63 Buyline Comm Station Remark:	M 5P-63 Buyline Comm Station Remark:	M 4P-43 Buyline Comm Station Remark:	TU-F 5P-63 Buyline Comm Station Remark:	M 430P- Buyline Comm Station Remark:	TU-F 430P- Buyline Comm Station Remark:	Day	NV-TV LAS VEGAS, NV ( ).BERKLEY FOR S BERKLEY FOR SENATE 30S MICHAEL D'ETTORRE
len	730P-8P	8P	8P	0₽ lent	0P	0P lent	leni 40	5P	5P ent	Time	KSNV-TV LAS VEGAS, NV.  ( ) BERKLEY FOR SENATE BERKLEY FOR SENATE 30S MICHAEL D'ETTORRE
r: VEGAS V2 PLEASE REVISE TO		:: FACE TO FACE V2 PLEASE REVISE	:: FACE TO FACE V2 PLEASE REVISE	:: NEWS V2 PLEASE REVISE TO	:: NEWS V2 PLEASE REVISE	NEWS 2 PLEASE REVISE	t: NEWS V2 PLEASE REVISE	NEWS PLEASE REVISE	t: NEWS V2 PLEASE REVISE	Program	ENATE
TO LEVEL2		TO LEVEL1	TO LEVEL1	TO LEVEL1	TO LEVEL1	TO LEVEL1	TO LEVELI	TO LEVEL1	TO LEVEL1		Agency ( ): 1831 CH PHILAD Agency C/P1/P2/E Flight Dates Hiatus Weeks
	:30	:30	:30	:30	: 30	: 30	: 30	:30	: 30	Len	( ) SHORR,JOHN 1831 CHESTNUT ST. PHILADELPHIA, PA P1/P2/E //30S es 09/25/2012 eks
	\$150.00	\$225.00	\$200.00	\$225.00	\$450.00	\$300.00	\$375.00	\$300.00	\$300.00	ਲ ል ተ ው	( ) SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 P1/P2/E //30S es 09/25/2012 - 10/01/2012 seks
	09/29-09/29	10/01-10/01	09/25-09/28	09/29-09/29	10/01-10/01	10/01-10/01	09/25-09/28	10/01-10/01	09/25-09/28	Dates	AGNUS
	⊢	<b>1–1</b>	ъ	н	ω	J-2	12	ч	1 4: 1 1	Spots/Week	Rep Firm Sales Office ( ) Salesperson ( ) Salesperson Phone# Salesperson FAX#
	Ь	þal	٢	۲	Н	Н	H	٢	י	# of Weeks	非 、 , , ,
	L	Н	41	Н	ω	<b>ئ</b> ىم	N N	Н	- 4s	Total Spots	) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845
	\$150.00	\$225.00	\$800.00	\$225.00	\$1,350.00	\$300.00	\$4,500.00	\$300.00	\$1,200.00	Total Cost	PHIA REARY 1540 845

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		Ver# 2
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M Buyl Station	TU-F Buyl Station	W Buyl Station	SU Buyl	F Buyl Station	SA Buyl Station	M Buyl Station	TU-F Buyl Station		MICHAEL ] Dav	SNV-TV LA ( ).BE BERKLEY!	
M 1230A- 130A Buyline Comment: FALLON Station Remark: V2 PLEASI	TU-F 1230A- 130A Buyline Comment: Station Remark: V	W 9P-11P Buyline Comment: Station Remark: V2	930P-10P ine Comment	F 9P-10P Buyline Comment: Station Remark: V'	SA 630P-730P Buyline Comment: Station Remark: V	M 630P-730P Buyline Comment: Station Remark: V	TU-F 530P-730P Buyline Comment: Station Remark: V		MICHAEL D'ETTORRE	KSNV-TV LAS VEGAS, NV.  ( ) BERKLEY FOR SENATE  BERKLEY FOR SENATE  30S	
REVISE	t: FALLON V2 PLEASE REVISE TO LEVELL	LAW & ORDER:SVU	930P-10P 9uyline Comment: JEOPARDY	GRIMM 2 PLEASE REVISE TO	JEOPARDY/WHEEL 2 PLEASE REVISE TO	JEOPARDY/WHEEL 2 PLEASE REVISE TO	OP .t: JEOPARDY/WHEEL V2 PLEASE REVISE TO LEVEL1		Program	IV. R SENATE E	
TO LEVELI	eveli	TEAET1		LEVEL1	LEVEL1	LEVEL1	EVEI1		Flight Dates Hiatus Weeks	Agency ( ): 1831 CH PHILAI Agency C/P1/P2/E	
: 30	: 30	: 30	:30	: 30	<b>:</b> 30	: 30	: 30		Ľ	) SHORR, JO CHESTNUT ADELPHIA, E //308	
\$75.00	\$60.00	\$1,400.00	\$500.00	\$1,000.00	\$225.00	\$400.00	\$375.00		09/25/2012 - 10/01/2012 en Rate	( ) SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 P1/P2/E //30S	Short
10/01-10/01	09/25-09/28	09/26-09/26	09/30-09/30	09/28-09/28	09/29-09/29	10/01-10/01	09/25-09/28		.2 Dates	SIUE	Snowing Buymes: All Lilles
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ы	ω	Н	L	ч	N	2	ω	spots	215-568-6540 215-568-1845 Total To	) PHILADELPHIA ) AMY MCCREARY	
\$150.00	\$480.00	\$1,400.00	\$500.00	\$1,000.00	\$450.00	\$800.00	\$3,000.00		5540 1845 Total Cost	PHIA REARY	
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HAIR CHOCKE LOOVIO	Traffic Order# 106970
Last Received: 09. Showing Buylines: All Lines	Printed.
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ΤŢ Fax# Buyer Phone# Product Advertiser Station Estimate# 片 \*48 \* 47 \* 46 \* 45 \*44 \* ₩ \*42 \*41 KSNV-TV LAS VEGAS, NV. er ( ).BERKLEY FOR SENATE BERKLEY FOR SENATE MICHAEL D'ETTORRE TU-F Ζ TU-F :3 Day Station Remark: SA Station Remark: SU Station Remark: SU Station Remark: SA-SU Station Remark: Station Remark: Station Remark: Station Remark: Buyline Comment: SAT TODAY Buyline Comment: SUN TODAY Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: TONIGHT SHOW Buyline Comment: TONIGHT SHOW 11P-1135P 7A-9A 11P-1135P 11P-1135P 1135P-1235A Time 7A-8A 6A-7A V2 PLEASE REVISE TO LEVEL1 AND REVISE TP TO 5-6A V2 PLEASE REVISE TO LEVEL1 Program Flight Dates Hiatus Weeks Agency C/P1/P2/E Agency ) SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 :30 :30 :30 :30 :30 :30 30 Len :30 09/25/2012 - 10/01/2012 Rate \$125.00 \$400.00 \$425.00 \$400.00 \$185.00 \$175.00 \$225.00 \$200.00 09/29-09/29 09/30-09/30 09/30-09/30 09/29-09/30 10/01-10/01 09/25-09/28 10/01-10/01 09/25-09/28 4 N N ш N N Spots/Week Rep Firm Sales Office ( Salesperson ( Salesperson FAX# Salesperson Phone# ₩@@Ks فبر Н ) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845 N **j\_** N Н 4 N Total Spots N S1,400.00 \$370.00 Total Cost \$125.00 \$425.00 \$400.00 \$800.00 \$1,600.00 \$450.00

	* 53		*52		Ç	* 51			*50				 	LT Ln	Buyer Phone# Fax#	Estimate#	Station KS Advertiser Product		Rep Order# EC'd Yes	)
Buyli	SA	Buyline Comm Station Remark:	DS	Station Remark:		S	Station Remark:	Buyli	SA	Station Remark:	Buyli	SA		Day	MICHAEL D'ETTORRE	30S	SNV-TV LAS ( ).BEI BERKLEY F		6833644	
Buyline Comment:	1130P-1A	e	9A-930A		ne Comment	1130P-12A		Buyline Comment: NEWS	9A-930A		Buyline Comment: NEWS	6A-7A		Time	ETTORRE		KSNV-TV LAS VEGAS, NV. r ( ). BERKLEY FOR SENATE BERKLEY FOR SENATE		Ver#	
SNI		t: NEWS V2 NOT AIRING DT GOLF		V2 PLEASE REVISE TO LEVEL1	Buyline Comment: SPORTS NIGHT	, control of the cont	V2 NOT AIRING DT GOLF	: NEWS		V2 NOT AIRING DT GOLF	: NEWS			Program			SENATE		2 Status Keturned	
				EVEL1											Flight Dates Hiatus Weeks	Agency C/P1/P2/E	Agency ( 1831 C PHILA		Trailic Order# 1069/0	
	:30		:30			:30			: 30			:30	1	Len			) SHOKK, HESTNU DELPHIA		er# 10697	10607
	\$550.00		\$175.00			\$135.00			\$200.00			\$150.00		Rate	09/25/2012 - 10/01/2012	ď,	( ) SHORK, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103	MOTE		>
	09/29-09/29		09/30-09/30			09/30-09/30			09/29-09/29			09/29-09/29		Dates	2		Ž.	Silowing buyines: An Elles	Frinted: Last Received:	
	N		Н			j <u>-</u> i			<b>⊢</b> -1			₽		Spots/Week	Salesperson Phone# Salesperson FAX#	:	Kep Firm Sales Office ( Salesperson (	, mes	09/24/2012 12:21 PM	00/25/2012 12:
	н		Н			قسإ			H			н	1 4	Σ; # D Ο ⊢ Ω ο ⊢	n Phone# n FAX#				21 PM	.57 DM
	Ν		H			Н			ц			<u>, , , , , , , , , , , , , , , , , , , </u>	1 000	Total	215-568-6540 215-568-1845		PHILADELPHIA AMY MCCREARY			
	\$1,100.00		\$175.00			\$135.00			\$200.00			\$150.00	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Total Cost	540 845		HIA EARY		ç	7 of 8

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## -REPORT TOTALS-

Station Remark: V2 PLEASE REVISE TO LEVEL1

Report Totals: 183 / \$45,035.00

## ---SALES MONTHLY TOTALS---

Lines not sent/rcld/rtrn: 0 / \$0.00 Station Totals: 183 / \$45,035.00 Sales Totals: 183 / \$45,035.00 Sep 12: -COMPETITIVE-150 / \$36,640.00 Market Totals \$264,912 Oct 12: CATV KTNV 33 / \$8,395.00 XXXX 0 23 % KTUD XBLR % % KINC KVCW KLAS KVMY 2%

KVVU

17% 20%

Rep Order# EC'd Yes Buyer Phone# Fax# Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ).BERKLEY FOR SENATE

Product BERKLEY FOR SENATE Estimate# MICHAEL D'ETTORRE Last
Showing Bu
Showing Bu

( ) SHORR, JOHNSON, MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/PL/P2/E //30S
Flight Dates 09/25/77 Showing Buylines: All Lines Last Received: 09/25/2012 12:27 PM 09/24/2012 12:21 PM Rep Firm Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX#

6855644

Ver# 2

Status Returned

Traffic Order# 106970

Printed:

SHARES ESTIMATED

--COMPETITIVE COMMENTS-

Demos Books

NOV12 RA35+

) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845

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